

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. – 50. (Cancelled)

51. (Currently Amended) A method for facilitating the sale of an item, comprising:
initiating an auction for an item;
receiving a bid for the item, the bid made by a bidding auction participant;
identifying a transformation function associated with the bid;
applying the transformation function to the bid to produce a transformed bid;
updating a state of the auction based on the transformed bid; and
generating status data representing the updated state of the auction,
wherein the transformation function is based on attribute information comprising at least one of shipping costs, handling charges, and a preferred shipping mode, wherein the transformation function is a financial function, and wherein the identifying a financing function further comprises:

receiving a request to establish a financing function;
identifying a type of the financing function;
identifying at least a first term of the financing function; and
associating the financing function with the auction participant.

52. (Previously Presented) A method of claim 51, further comprising:
receiving a status request from a requesting auction participant;
identifying a second transformation function associated with the status request;
applying the second transformation function to the status data to produce a transformed status; and
displaying the transformed status to the requesting auction participant,

wherein the second transformation function is based on attribute information comprising at least one of shipping costs, handling charges, and a preferred shipping mode.

53. (Previously Presented) A method of claim 52, wherein the auction is a sell-side auction and wherein the bid is an offer to purchase, and wherein the bidding auction participant is a buyer.

54. (Previously Presented) A method of claim 53, further comprising:
registering a seller as a participant in the auction;
identifying at least one seller-associated transformation; and
establishing sell-side auction rules.

55. (Previously Presented) A method of claim 54, wherein the requesting auction participant is a seller, and the second transformation function applied to the status data is the at least one seller-associated transformation.

56. (Previously Presented) A method of claim 54, further comprising:
registering at least one buyer desiring the item; and
identifying at least one buyer-associated transformation for the at least one registered buyer.

57. – 87. (Cancelled)

88. (Currently Amended) The method of claim [87] 1, wherein the identifying a type of the financing function includes presenting a listing of available types to the participant for selection.

89. (Previously Presented) The method of claim [87] 1, wherein the identifying at least a first term of the financing function includes presenting a listing of available terms to the participant for selection.

90. – 106. (Cancelled)